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**CLAIM AMENDMENTS:**

A listing of an entire set of claims 1-66 is submitted herewith per 37 C.F.R. §1.121. This listing of pending claims 1-66 will replace all prior versions, and listings, of claims in the application.

1. (Currently Amended) A method for communicating an advertisement to a mobile station, said method comprising:
  - detecting a registration of the mobile station with a base station;
  - initiating a user preferred schedule for pushing advertisements to the mobile station subsequent to a detection of the registration;
  - determining a first service area of the base station;
  - determining a second service area of any potential handoff base station;
  - matching a location of an advertiser represented in the advertisement with the first service area or the second service area; and
  - pushing the advertisement to the mobile station in accordance with the user preferred schedule.
2. (Original) The method of claim 1, further comprising:
  - verifying a reception of the advertisement by the mobile station in response to a reception of a responsive command from the mobile station that indicates a reception of the advertisement by the mobile station.
3. (Original) The method of claim 1, further comprising:
  - rewarding a user of the mobile station in response to a responsive command from the mobile station that indicates a reception of the advertisement by the mobile station.

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4. (Original) The method of claim 1, further comprising:  
establishing a communication link between the mobile station and a telecommunication device associated with an advertiser represented in the advertisement in response to a reception of a contact command indicating a desire of a user of the mobile station for an establishment of the communication link.
5. (Original) The method of claim 4, further comprising:  
rewarding a user of the mobile station when an establishment of the communication link results in a purchase of a good or a service from the advertiser.
6. (Previously Presented) The method of claim 1, further comprising:  
providing a credit to an account of the user of the mobile station when pushing the advertisement to the mobile station.
7. (Original) The method of claim 1, further comprising:  
determining a location of the mobile station; and  
matching a location of an advertiser represented in the advertisement with the location of the mobile station.
8. (Cancelled)
9. (Original) The method of claim 1, further comprising:  
retrieving a user profile corresponding to the mobile station; and  
matching a good or a service represented in the advertisement with the user profile.

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10. (Previously Presented) The method of claim 1, further comprising:  
compiling a list of advertisements previously pushed to mobile station prior to  
pushing the advertisement to the mobile station.

wherein the advertisement is pushed to the mobile station when the  
advertisement is absent from the list of advertisements.

11.-14. (Cancelled)

15. (Currently Amended) A system, comprising:  
a mobile station operable to register with a base station; and  
a computer operable to detect a registration of said mobile station with the base  
station, wherein the computer includes  
means for initiating a user preferred schedule for pushing advertisements to  
said mobile station subsequent to the registration detection,  
means for determining a first service area of the base station and a second  
service area of any potential handoff base station,  
means for matching a location of an advertiser represented in the  
advertisement with the first service area or the second service area, and  
means for controlling a push of an advertisement in accordance with the  
schedule.

16. (Original) The system of claim 15, wherein  
said mobile station includes means for transmitting a responsive command in  
response to a reception of the advertisement; and  
said computer further includes means for verifying a reception of the advertisement  
by said mobile station in response to a reception of said responsive command from said  
mobile station.

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17. (Original) The system of claim 15, wherein  
said mobile station includes means for transmitting a responsive command in  
response to a reception of the advertisement; and  
said computer further includes means for rewarding a user of said mobile station in  
response to said responsive command from said mobile station.
18. (Original) The system of claim 15, wherein  
said mobile station includes means for transmitting a responsive command in  
response to a reception of the advertisement; and  
said computer further includes means for establishing a communication link between  
said mobile station and a telecommunication device associated with an advertiser represented  
in the advertisement in response to a reception of said responsive command.
19. (Original) The system of claim 18, wherein  
said computer further includes means for rewarding a user of said mobile station  
when an establishment of the communication link results in a purchase of a good or a service  
from the advertiser.
20. (Presently Presented) The system of claim 15, wherein  
said computer further includes means for providing a credit to an account of a user of  
said mobile station when pushing the advertisement to said mobile station.
21. (Original) The system of claim 15, wherein  
said computer further includes means for determining a location of said mobile  
station; and  
said computer further includes means for matching a location of an advertiser  
represented in the advertisement with the location of said mobile station.

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22. (Cancelled)

23. (Original) The system of claim 15, wherein  
said computer further includes means for retrieving a user profile corresponding to  
said mobile station; and  
said computer further includes means for matching a good or a service represented in  
the advertisement with the user profile.

24. (Previously Presented) The system of claim 15, wherein  
said computer further includes means for compiling a list of advertisements  
previously pushed to said mobile station prior to pushing the advertisement to said mobile  
station.

25.-28. (Cancelled)

29. (Currently Amended) A computer program product in a computer readable medium  
for communicating an advertisement to a mobile station, said computer program product  
comprising:

computer readable code for detecting a registration of the mobile station with a base  
station;

computer readable code for initiating a user preferred schedule for pushing  
advertisements to the mobile station subsequent to the registration detection;

computer readable code for determining a first service area of the base station and a  
second service area of any potential handoff base station;

computer readable code for matching a location of an advertiser represented in the  
advertisement with the first service area or the second service area; and

computer readable code for controlling a push of an advertisement in accordance with  
the schedule.

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30. (Original) The computer program product of claim 29, further comprising:  
computer readable code for verifying a reception of the advertisement by the mobile station in response to a reception of a responsive command from the mobile station that indicates a reception of the advertisement by the mobile station.
31. (Original) The computer program product of claim 29, further comprising:  
computer readable code for rewarding a user of the mobile station in response to a responsive command from the mobile station that indicates a reception of the advertisement by the mobile station.
32. (Original) The computer program product of claim 29, further comprising:  
computer readable code for establishing a communication link between the mobile station and a telecommunication device associated with an advertiser represented in the advertisement in response to a reception of a contact command indicating a desire of a user of the mobile station for an establishment of the communication link.
33. (Original) The computer program product of claim 32, further comprising:  
computer readable code for rewarding a user of the mobile station when an establishment of the communication link results in a purchase of a good or a service from the advertiser.
34. (Previously Presented) The computer program product of claim 29, further comprising:  
computer readable code for providing a credit to an account of a user of the mobile station when pushing the advertisement to the mobile station.

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35. (Original) The computer program product of claim 29, further comprising:  
computer readable code for determining a location of said mobile station; and  
computer readable code for matching a location of an advertiser represented in the  
advertisement with the location of said mobile station.
36. (Cancelled)
37. (Original) The computer program product of claim 29, further comprising:  
computer readable code for retrieving a user profile corresponding to said mobile  
station; and  
computer readable code for matching a good or a service represented in the  
advertisement with the user profile.
38. (Previously Presented) The computer program product of claim 29, further  
comprising:  
computer readable code for compiling a list of advertisements previously pushed to  
said mobile station prior to pushing the advertisement to said mobile station.
- 39.-42. (Cancelled)

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43. (New) A method for communicating an advertisement to a mobile station, said method comprising:

detecting a registration of the mobile station with a base station;

initiating a user preferred schedule for pushing advertisements to the mobile station subsequent to a detection of the registration;

compiling a list of advertisements previously pushed to mobile station prior to pushing the advertisement to the mobile station,

pushing the advertisement to the mobile station in accordance with the user preferred schedule when the advertisement is absent from the list of advertisements.

44. (New) The method of claim 43, further comprising:

verifying a reception of the advertisement by the mobile station in response to a reception of a responsive command from the mobile station that indicates a reception of the advertisement by the mobile station.

45. (New) The method of claim 43, further comprising:

rewarding a user of the mobile station in response to a responsive command from the mobile station that indicates a reception of the advertisement by the mobile station.

46. (New) The method of claim 43, further comprising:

establishing a communication link between the mobile station and a telecommunication device associated with an advertiser represented in the advertisement in response to a reception of a contact command indicating a desire of a user of the mobile station for an establishment of the communication link.

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47. (New) The method of claim 46, further comprising:  
rewarding a user of the mobile station when an establishment of the communication link results in a purchase of a good or a service from the advertiser.
48. (New) The method of claim 43, further comprising:  
providing a credit to an account of the user of the mobile station when pushing the advertisement to the mobile station.
49. (New) The method of claim 43, further comprising:  
determining a location of the mobile station; and  
matching a location of an advertiser represented in the advertisement with the location of the mobile station.
50. (New) The method of claim 43, further comprising:  
retrieving a user profile corresponding to the mobile station; and  
matching a good or a service represented in the advertisement with the user profile.
51. (New) A system, comprising:  
a mobile station operable to register with a base station; and  
a computer operable to detect a registration of said mobile station with the base station, wherein the computer includes  
means for initiating a user preferred schedule for pushing advertisements to said mobile station subsequent to the registration detection,  
means for compiling a list of advertisements previously pushed to said mobile station prior to pushing an advertisement to said mobile station, and  
means for controlling a push of the advertisement in accordance with the schedule.

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52. (New) The system of claim 51, wherein  
said mobile station includes means for transmitting a responsive command in  
response to a reception of the advertisement; and  
said computer further includes means for verifying a reception of the advertisement  
by said mobile station in response to a reception of said responsive command from said  
mobile station.

53. (New) The system of claim 51, wherein  
said mobile station includes means for transmitting a responsive command in  
response to a reception of the advertisement; and  
said computer further includes means for rewarding a user of said mobile station in  
response to said responsive command from said mobile station.

54. (New) The system of claim 51, wherein  
said mobile station includes means for transmitting a responsive command in  
response to a reception of the advertisement; and  
said computer further includes means for establishing a communication link between  
said mobile station and a telecommunication device associated with an advertiser represented  
in the advertisement in response to a reception of said responsive command.

55. (New) The system of claim 54, wherein  
said computer further includes means for rewarding a user of said mobile station  
when an establishment of the communication link results in a purchase of a good or a service  
from the advertiser.

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56. (New) The system of claim 51, wherein  
said computer further includes means for providing a credit to an account of a user of  
said mobile station when pushing the advertisement to said mobile station.
57. (New) The system of claim 51, wherein  
said computer further includes means for determining a location of said mobile  
station; and  
said computer further includes means for matching a location of an advertiser  
represented in the advertisement with the location of said mobile station.
58. (New) The system of claim 51, wherein  
said computer further includes means for retrieving a user profile corresponding to  
said mobile station; and  
said computer further includes means for matching a good or a service represented in  
the advertisement with the user profile.
59. (New) A computer program product in a computer readable medium for  
communicating an advertisement to a mobile station, said computer program product  
comprising:
  - computer readable code for detecting a registration of the mobile station with a base  
station;
  - computer readable code for initiating a user preferred schedule for pushing  
advertisements to the mobile station subsequent to the registration detection;
  - computer readable code for compiling a list of advertisements previously pushed to  
said mobile station prior to pushing an advertisement to said mobile station; and
  - computer readable code for controlling a push of the advertisement in accordance  
with the schedule.

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60. (New) The computer program product of claim 59, further comprising:  
computer readable code for verifying a reception of the advertisement by the mobile station in response to a reception of a responsive command from the mobile station that indicates a reception of the advertisement by the mobile station.
61. (New) The computer program product of claim 59, further comprising:  
computer readable code for rewarding a user of the mobile station in response to a responsive command from the mobile station that indicates a reception of the advertisement by the mobile station.
62. (New) The computer program product of claim 59, further comprising:  
computer readable code for establishing a communication link between the mobile station and a telecommunication device associated with an advertiser represented in the advertisement in response to a reception of a contact command indicating a desire of a user of the mobile station for an establishment of the communication link.
63. (New) The computer program product of claim 62, further comprising:  
computer readable code for rewarding a user of the mobile station when an establishment of the communication link results in a purchase of a good or a service from the advertiser.
64. (New) The computer program product of claim 59, further comprising:  
computer readable code for providing a credit to an account of a user of the mobile station when pushing the advertisement to the mobile station.

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65. (New) The computer program product of claim 59, further comprising:  
computer readable code for determining a location of said mobile station; and  
computer readable code for matching a location of an advertiser represented in the  
advertisement with the location of said mobile station.
  
66. (New) The computer program product of claim 59, further comprising:  
computer readable code for retrieving a user profile corresponding to said mobile  
station; and  
computer readable code for matching a good or a service represented in the  
advertisement with the user profile.